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FOR IMMEDIATE RELEASE
Edmonton, Alberta

LitFest engages readers In Real Life

Non-fiction Book Festival takes on whisky, Harper, social media -- and a fiction author!

Both writing and reading are often seen as profoundly solitary events; however, **LitFest: Edmonton's Nonfiction Book Festival** takes great pleasure in turning this on its ear for a seventh year, bringing readers and authors together for 33 events. **LitFest: In Real Life** runs October 17-28th, 2012.

Litfest welcomes **Paul Wells**, **Noah Richler**, whisky expert **Davin de Kergommeaux**, environmental journalist **Andrew Nikiforuk**, Canada Reads 2012 winner **Carmen Aguirre**, and **Andrew Westoll**, winner of the 2012 Charles Taylor Prize, Canada's most lucrative non-fiction prize. **Litfest** is happy to have two special pre-Festival events with **Nora Young**, founder of **Definitely Not the Opera** and host of CBC's *Spark*, on September 28th and 29th.

Although **LitFest** remains committed to non-fiction, we are also indulging in a "seven-year-itch" fling with prolific novelist **Alexander McCall Smith**, author of the bestselling series "The Ladies No. 1 Detective Agency". Grammy award-winning songwriter turned memoirist **Dan Hill** will entertain with an evening of song and stories at Festival Place.

David Cheoros, Festival Producer, explains the appeal of a festival like this in the media age:

"You can read an e-book, but there's a richness that comes from hearing the words from the author, and from a chance to chat about your own experiences with others, to bring your own ideas back to the authors themselves. **LitFest** promises intimate spaces, familiar faces and fresh takes on big ideas."

LitFest is pleased to offer more free events than ever, with sessions at CBC Centre Stage, City Hall, the University of Alberta and the Spruce Grove Public Library. Most of **Litfest's** events are \$10, discounts are available for students and groups, and festival passes start at just \$50. The festival is working to serve the entire regional community, and will feature five events in Sherwood Park, four in St. Albert and one in Spruce Grove.

Edmonton's **LitFest** is the only non-fiction festival in Canada, and one of only three English-language non-fiction festivals in the world. Bringing together some of the bestselling, award-winning and emerging authors of books, magazines and online content, **LitFest** reflects Edmonton's blossoming reputation as an incubator for nonfiction talent.

LitFest remains a place where many issues and themes interweave. There are interesting threads related to environmental stewardship and a responsibility to the animals with whom we share space; to the intersection of technology and self-image; and the manipulation of journalists and the military for political ends. We also feature touching memoirs, a tasting of Canada's whiskys, and the documentary about Shelagh Rogers' journey with five Canadian authors into northern Labrador.

Visit www.litfestalberta.org or follow us on Twitter at LitFestYEG for breaking news. Tickets for most LitFest events are on sale at Tix on the Square (780.420.1757 or tixonthesquare.ca), with tickets for Alexander McCall Smith available from the Winspear Centre (780.428.1414 or winspearcentre.com), tickets for Dan Hill available from Festival Place (780.449.3378), and tickets for the Educated Luncheon with Timothy Caulfield are available from the University of Alberta Alumni (780.492.1835).

- 30 -

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